

● **Salada Orange Pekoe**
Blend will prove a sheer
delight to lovers of fine tea.

'SALADA' TEA

Controlling The Rust Menace

Very little reflection is required to demonstrate that an expenditure of ten years' intensive work by trained scientists and \$600,000 of coin of the realm is a logical sum to pay for the insurance of Western Canada's future wheat crop against the same old curse which a few days of rust infestation can levy against the farmers of the West.

The \$600,000 referred to and the ten years spent in work in the laboratory and the field, it was recently announced, is the cost to the nation to date of producing an un-named wheat which, according to authorities, is able to withstand a rust epidemic unscathed and at the same time produce a kernel with all the desirable attributes of the best commercial varieties of bread wheat.

Coupled with this announcement was the further statement that this new wheat can be multiplied to a sufficient extent at Dominion government experimental farms and on private lands under government supervision to enable a general distribution of seed to be made to the farmers of the west in 1937.

These announcements were accompanied by a further declaration of considerable importance, namely, that the government intends to retain control of the source of supply of this valuable seed and to see to it that the farmers are not exploited by private concerns in connection with its distribution.

The statement means that the farmers of Western Canada will be able to secure in two years time a substantial supply of seed wheat that is guaranteed to enable them to grow a crop completely immune from ravages by rust, and at a reasonable price, probably at cost.

It is perhaps a coincidence that these announcements were made at a time when a Western Canadian wheat crop was hit by the worst infection of rust that the west has known in history but the information should put new heart into the many thousands of farmers who this summer saw their hopes of recovery blighted when millions of rust spores descended on the most promising crop in years and slaughtered grade which meant reducing price to the vanishing point.

The news given in these important announcements may well mean that 1935 will be the last time that Western Canadian farmers have to suffer tremendous loss from rust infestation. This statement is made with caution, however, for although it is not usual for severe rust infestation to follow in successive years, it cannot be stated affirmatively that it will not occur again before sufficient of the new wheat is grown to make a repetition of the 1935 calamity an impossibility.

Results of the work that has been done during the ten years' quest for a rust resistant wheat and laboratory and field trials of the strains which have been produced, however, appear to indicate that the battle against rust has been won by the scientist and agronomist.

There is additional comfort for the farmer, however, in another coincident announcement and that is that some of the five strains of rust resistant wheat which are being increased this year also show a tendency to resist other diseases those mentioned specifically being stink smut, leaf rust and one of the varieties is reported as "moderately resistant" to loose smut.

So that it is possible that while the experts have won their fight against rust they have at the same time scored at least partial victory in the battle against some of the other diseases to which wheat is heir. To what extent these other disease pests have been overcome while the major conflict was being waged time and experiment alone will prove. It is safe to say, however, that these apparent advantages will be followed up with the same vigor that these scientists have shown in their now successful efforts to overcome the rust.

Definite proof that the new wheat is that which is claimed for it exists as a result of field trials and laboratory tests which have been made during the ten years the work has been in progress and particularly this summer.

In field plots the new wheat showed up clean and bright while alongside it the other standard varieties of commercial wheat were sick with the disease. Laboratory and commercial tests have proven conclusively that the new wheat has milling and baking qualities equal to that of Marquis and Reward.

The tests have demonstrated equally conclusively that the new wheat has the requisite length and strength of straw, yield, earliness, appearance of kernel and weight per bushel possessed by the best of the present day commercial varieties.

In other words the new wheat fills all the requirements of the type of hard spring wheat which has made Western Canada famous in the world's bread markets and has the additional ability to withstand rust, and perhaps to withstand some of the other diseases which periodically take toll of the Western grain farmer.

Radio Clock Patented

Radio clock which requires no winding has been patented at Prague. Known as a "radio clock," which can be operated from a distance of 500 miles, it has as works a small swinging set to guide the progress of the hands. The exact time is recorded on the basis of astronomical data.

The tunnel which Persian troops dug under the wall of Dura to capture the city in 256 A.D. has been uncovered by archaeologists.

New Name Sought

Scenes of letters have been received by J. R. Macdonald, Stipendiary Magistrate of Hull, England, offering a reward of \$1000 for the "dele" which he offered a prize of \$250. So far not one application has been received, and the offer is good enough for the award. One writer sent a list of 65 alternatives.

The reversible snake-lizard travels backwards or forwards equally well.

Ninety per cent. of the world's nickel supply is produced by Canada.

DON'T RISK BAKING FAILURES....

LESS THAN 1¢ WORTH OF MAGIC makes a truly fine cake!

MAGIC BAKING POWDER safeguards your cakes from failure. Assures you fine results. That's why Canada's foremost cookery experts use and recommend it exclusively. Ask your grocer for a tin—today!

CONTAINS NO ALUM—This statement on every tin is your guarantee that Magic Baking Powder is free from alum or any harmful ingredient.

Empress of Ethiopia

Claims She Is Descendant Of Queen Of Sheba

Through a long line of ancestry brought down him by Italy's threatened conquest of Ethiopia, Emperor Haile Selassie's most devoted companion and counsellor has been his wife, Empress Waizera Menen. Gifted with uncommon intelligence, astuteness and foresight, the 41-year-old Empress urged the Emperor not to yield to Mussolini's threats but to defend the kingdom to the last.

Emperor Haile Selassie is Waizera's fourth husband. Maybe that is why she is called the "Queen of Kings." They have three sons and three daughters. They have been married 23 years, and it is said they have never had a quarrel. The Emperor like most of the higher-caste Ethiopians is monogamous. Waizera has only one son.

"Waizera" means literally "Lady of Quality." She is the daughter of a famous provincial prince, and has a very dignified and aristocratic bearing. She was educated by private tutors. The "Queen of Kings," who is fat, not fair, and 40, claims to come from the same Hamitic stock as the famous Queen of Sheba who ruled Ethiopia 3,000 years ago. She also claims descent from the glamorous Cleopatra. She is addressed by her ten million native subjects as "Your Serene and All-Just Majesty." She signs herself "the Conquering Lion of Judah hath conquered."

The Empress speaks no language except the ancient Amharic, which is of Semitic origin. All attendants who approach her shield their mouths with their white shamma (shawl).

Dionne Quintuplets Bowls

Smoothly Designed Bowl Is Offered

A surprise gift offer which will interest every parent, every child and, in fact, everyone who has ever heard of the world-famous Dionne Quintuplets, has been announced. The article offered is a cereal bowl created in honour of the five little sisters and called the Dionne Quintuplets Birth-Day Bowl. It is shiny, light-colored chromeum, it is six inches in diameter, smartly designed in modern lines, and embossed inside with a charming sculpture of the "Quint" and the names of the babies—Emile, Annette, Marie, Yvonne, and Cecile. Besides being an ideal cereal bowl for a child, it is also a good olive and celery dish or bon-bon dish.

Readers can obtain this delightful gift by sending two Quaker Oats postcards, which the company will help cover postage and handling charges, to The Quaker Oats Company, Saskatoon, Sask.

Heaviest Air Passenger

United Air Lines Carried Judge Who Weighed 400 Pounds

When County Judge A. W. Dulewicz applied for a ticket at the United Air Lines office at Omaha the booking clerk was in a quandary. The judge weighed four hundred pounds and is probably the heaviest in the United States. It will be only four feet wide. The site of the building is all that is left of a corner plot from which the city sliced most of the ground in order to widen a street. The new building will be constructed of stainless steel, and half of it will contain a restaurant which will have a front which can be removed in summer.

More than 1,300 persons of London's population claim the high seas as their birthplace. Of these sea babies, more girls are born than boys.

Eighty per cent. of the new radios in England were bought on time.

A Strange City

Queer Place In Derbyshire, England Has Only Eight Houses

A strange city may be found in England within two miles of Chesterfield's famous crooked spire. It is another Derbyshire curiosity. Down a winding bridge-path is Tapton City—the queerest and smallest city in the world. It has only eight houses and 25 inhabitants. It is the city of nothing, for there is no church, no shop, no public-house, no shop, no post office. No electricity or gas is found there—they use oil lamps. How or why it became a city nobody knows, but it is believed to have been founded on the ashes of a Roman camp.

The vast unexplored continent at the South Pole, Antarctica, is believed to be about the size of the United States and Mexico combined. Geographers are not certain that it is one large continent; it may be made up of many islands.

The possibility of travelling to the moon, by means of "flying chariot," was discussed by a scientific-minded Bishop in England in the seventeenth century.

The temperature of one of the sun's spots is about 4,700 degrees centigrade. This is about 1,000 degrees cooler than the sun's spot-free surface.

New Type Flying Boat

Soviet Aviation Authorities Try Out Parachute Kits

A passenger and freight-carrying "parachute kit," which Soviet aviation authorities said they believed would be able to ascend into the stratosphere, had its first successful trial lifting four tons of cargo.

An ordinary freight parachute, with a dome 65 feet in diameter, was used. The load was attached with short ropes leading from one side of the parachute. The other side bulges upward, giving the lifting power. Longer ropes, running from the bulging side, also were attached to a load which, for passenger-carrying purposes, would consist of a gondola.

By lengthening the longer rope, the experts said, could steer the parachute and control its ascent and descent.

The whole combination load was called a "parachute train" in the official description by Prof. I. Grokofsky, chief of the experimental Institute of the Commissariat of Heavy Industry which is sponsoring the trials. Grokofsky said he believed the parachute could carry explorers into the stratosphere and described flying in a parachute kit as the safest mode of air travel since the parachute is always opened, assuring a safe descent.

Exporters Must Be Careful

Warned Against Sending Goods To Italy Without Guarantee

The Department of Trade and Commerce said it had received a cable from the Canadian Trade Commissioner at Milan warning Canadians against exporting goods to Italy without first taking careful steps to ensure payment.

The cable, sent by A. B. Muddie, urged careful dealing with Italian importers because of exchange restrictions by the Italian government. "No shipment of goods should be made from Canada to Italy unless the Italian importer has given assurance that he has obtained an import permit from the Italian authorities allowing the importation," it said.

Only Four Feet Wide

Philadelphia Is To Have Narrowest Building In U.S.

A building being erected at Philadelphia, Pennsylvania, will, it is believed, be the narrowest in the United States. It will be only four feet wide. The site of the building is all that is left of a corner plot from which the city sliced most of the ground in order to widen a street. The new building will be constructed of stainless steel, and half of it will contain a restaurant which will have a front which can be removed in summer.

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SEND FOR THIS GIFT!
DIONNE 'QUINTS'
BIRTHDAY BOWL

Sent to anyone for 2 Quaker Oats trademarks and 15¢ to help cover postage and handling charges. Send to The Quaker Oats Co., Saskatoon, Sask.



● This offer is made to celebrate the selection of Quaker Oats as the cereal for the Dionne Quintuplets, even before their first birthday. You will love this souvenir. A beautiful design in lifelike cinnamon, 6" in diameter, useful for serving many things. Send now to address above.

EN VITAMIN B FOR KEEPING FIT . . .

1¢ WORTH OF QUAKER OATS equals 3 CAKES OF FRESH YEAST

BIG Size
BIG Value
BIG Satisfaction
BIG BEN
THE PERFECT
Chewing Tobacco

Liner Gangway Blocked

Passenger At Southampton Held Up By Thugs

Thousands of men held up passengers about to embark on the liner *Medocia* at Southampton, England. The passengers settled down comfortably at the foot of the passenger gangway and defied attempts to move them. A hose was tried, but this merely irritated the men, and caused them to buzz in clouds, scattering onlookers. Eventually order was restored, and embarkation proceeded.

FASHION FANCIES



A SHEER WOOLEN TO WEAR RIGHT NOW—SO SIMPLE THAT EVEN AN INEXPERIENCED SEWER CAN MAKE IT

By Eileen Worth

Here's a smart little woolen dress to be thinking about—or maybe you'd prefer it in a wool-like silk or in velveteen.

It's so very jaunty and tailored looking for school, college or the office.

Made in rust novelty woolen, this little model, that only simulates a blouse and skirt, will be found very practical.

Easy to make for the two-piece skirt joins the blouse 'neath the removable belt.

Style No. 450 is designed for sizes 14, 16, 18 years, 35, 38 and 40-inches bust. Size 16 requires 4 yards of 36-inch material with 2½ yards of braided.

Pattern 15¢ each. Address mail order to: Pattern Department, Windsor Industries, 175 McDermott Ave., E. Winnipeg.

For more information, see "How to Make a Dress" in *Windsor Industries* for January.

Transmits Sound And Vision

Television In Germany Covers Distance Of Nearly 50 Miles

A great advance in television service has been achieved by a transmission from Wittenbergen to Gledenall, Germany, a distance of nearly 50 miles. The transmission, both for sound and vision, is stated to have been very good. Dr. M. Hadamowski, head of the German broadcasting service, was seen and heard by the men of the labor camp at Gledenall, whom he addressed. Afterwards, news pictures were transmitted with results reported to be equally satisfactory.

The catfish gets its name from the cat-like whiskers and purring noise it makes when caught.



Ali Baba...

HOW the faithful slave girl saved her master's life—how the robber chief foiled through a great eastern custom regarding *Salt*—is told in picture and story in new book for Children! Yours free! Send coupon now for "Salt all over the World." Strange, engaging *Salt* customs in many lands. Every home should have this book! Send coupon now!

Your Mouthwash
WINDSOR SALT
Dissolves
In Water, Leaves
A Pleasant, Clean
Taste.

Regal Table Salt
(Fro Bounding)
A Windsor Salt Product
Promoting
Health and
Oral Health.
Under Control
and
Maintained
by
Chemical Control.

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Send for your copy to-day!

WINDSOR SALT
REGAL
WINDSOR, GALT
CANADIAN INDUSTRIES LIMITED
MONTREAL, QUEBEC, MTL.
Without obligation, send special
Children's Booklet, "Salt All over the
World."

Name _____

Address _____

City _____

Prov. _____

State _____

Zip _____

Edwardsburg CROWN BRAND CORN SYRUP

AN ENERGY FOOD THAT HAS
MORE NOURISHED
CANADIAN CHILDREN
THAN ANY OTHER CORN
SYRUP

A product of The CANADA STARCH CO. Limited

A Clever Photographer

Had Brilliant Idea When He Mislaid Customer's Address

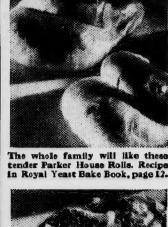
A young man living at Weingarten, in Wurttemberg, had himself photographed, but the photographer mislaid the address, to which the photograph should have been forwarded. What was the photographer to do? He stuck a proof of the photo on the outside of the envelope and added the words "To this gentleman in Weingarten." The photograph reached their correct destination safely.

ROYAL YEAST CAKES

give you perfect
breads, rolls,
coffee cake and
buns...



Royal Yeast and Biscuit Company
invite you to come See page 12
Royal Yeast Biscuit Book for recipe.



The whole family will like these
tender Parker House Rolls. Recipe
in Royal Yeast Biscuit Book, page 12.



It's easy to make this delicious
Coffee Cake. Recipe on page 12,
Royal Yeast Biscuit Book.

LIGHT, tasty bread is largely a matter of perfect leavening. That's why it is so important to use *dependable* yeast. With Royal Yeast Cakes you can be sure of full leavening power every time. Each Royal Yeast Cake is protected by a special airtight wrapper. They keep in perfect condition for months.

Two Helpful Booklets... FREE!

The "Royal Yeast
Cakes Book" tells
all about the
art of breadmaking
and gives many
delicious recipes. The
"Royal Yeast
Biscuit Book" gives
special use of
Royal Yeast Cakes
to help you
keep your health.

BUY MADE-IN-
CANADA GOODS



STANDARD BRANDS LIMITED
PARK AVENUE & LIBERTY ST., TORONTO, ONT.
Send me the "Royal Yeast Book" and "The Royal Road to Better Health."

Name _____

Street _____

Town _____ Prov. _____

Snuff Taking Still Popular

Old Shop In London Sells Seventeen
Different Kinds

A sturdy old ghost of 18th century London stands at the top of the Haymarket, writes H. V. Morton in the London Daily Herald. It is a bow-fronted shop whose Georgian windows reveal ancient tobacco jars and snuff canisters. This shop sells seventeen different kinds of snuff, including a blend made popular over a century ago by the great dandy, Beau Brummell.

If you buy a tin of snuff at this shop, as I often do, you will discover that the recent marriage of the Duke and Duchess of Kent has given an air of intimacy to the old-fashioned label on the tin.

This label announces in antique type that the firm are purveyors of tobacco and foreign snuff to "the Kings of Hanover, the Dukes of Sussex, Cambridge, and the Duchess of Kent." This duchess was, of course, the mother of Queen Victoria.

All these distinguished patrons have vanished from Dobbett, but the snuff that they enjoyed so long ago still goes out clothed in an advertisement that is, appropriately enough, an epitaph on a once general social custom.

It may amuse those who enjoy odd facts to know that among the old ledgers in this shop is one containing a list of the favorite snuffs used by George IV. One of them, no longer obtainable, was called "Marina."

Snuff-taking, although a ghost of its former self, is more popular than most of us imagine. The biggest snuff-grinding mill is in Ireland and there are others in the North of England.

Composers, clergymen, policemen, the curators of art galleries, night watchmen and others still enjoy a pinch of snuff. Lawyers, who with their passionate adherence to precedent carried the habit into the nineteenth century, seem, strangely enough, to have now abandoned it.

Modern snuff, however, gives no idea of the power and potency of ancient snuff. Our books contain a number of strange old recipes. For instance, grated prunes, port wine lees, stale old ale and cheese, figure in several 18th century recipes for snuff.

The first snuff gained its fragrance not from the addition of scents and essences, but from the careful blending of various pulverized tobaccos. Scotch snuff became popular later in the 18th century.

The most expensive snuff supplied by the trade a hundred and fifty years ago was called Spanish Bran. It was \$15 a pound. Dealers used to sell with it a little bottle of Vinaigrette, a rose-scented vinegar from Spain. This liquid was used to moisten the snuff. Another curious snuff was Spanish Sabilla, a fine brick-red powder, which, it was believed, had powder, which it was believed, had useful medicinal qualities. It was supposed to harden the gums and was very popular as a tooth paste. There was a steady demand for it until 1830, when it died out.

Interference Not Allowed

Radio Howlers Will Not Be Tolerated
In France

France is conducting a vigorous campaign against radio "howlers," people who interfere with their neighbors' radio reception. In one month the French Ministry of Posts and Telegraphs has caught and punished 13,465 howlers. It is an offense in France to hinder radio reception, and the purchase of what is called "anti-parasite" apparatus is obligatory in cases where refrigerators, elevators and similar equipment cause inconvenience.

Young Artist—"How did you like my paintings?"

Friend—"Great! That one of the fried eggs was so natural it nearly made me hungry."

Artist—"Fried egg? Great Scott, that was a sunset!"

A man could learn a great many things if he didn't think he already knew them.

Waste Of Power Costs

Loss To The Farmer Is Shown By Ontario Investigation

"One of the peculiarities of the development of our Government and Canadian business is the lack of culture," Professor L. G. Hamper, Macdonald College, Que., told the Ontario Association of Agricultural Societies. "It is the almost complete neglect of the question of farm power costs. The same is true of the development and design of new types of equipment. The manufacturer and the farmer took care of this task between them, the latter paying most of the cost of experimentation." According to the 1931 Dominion decennial census there are 192,174 farms in Ontario, and figuring the horse-power cost at 12½ cents per horse hour, or \$1.25 per day, the horse-power bill for the province would be \$9,929,000 annually. There are also 19,000 tractors in Ontario and their operation cost per hour is in the neighborhood of 70 cents. Adding together the horse-power cost and that of tractors brings the total bill to nearly \$43,000,000 per year. Both these figures are based on present actual expenditures, and waste of power due to dilapidated condition of machinery causes losses which are just as real as those due to low crop yield, or sales for lower than normal prices. It has been estimated by men who have made research studies of this question that from 25 to 35 per cent of all the power used on Ontario and other farms is wasted. Taking it at a lower figure, it will be found on a total power cost of nearly \$40,000,000, the power-waste represents the sum of nearly \$10,000,000 annually on Ontario farms, or over an average of \$55 per farm, a sum that would go a long way to meet the annual tax bill.

A Novel Insurance

**French Excursionist Has Fare
Returned If It Rains**
"If it rains, you get your money back."

Such is the unusual clause which figures in the novel insurance policy issued by the Northern Railway of France to persons who take part in its Swiss excursions to the seaside resorts of Boulogne and Tropont on the Channel Coast.

Each tourist, in addition to his fare, pays a small sum as a premium, and if it rains between 2:30 and 5:30 p.m. on the day of his excursion, his fare is immediately reimbursed. So far as is known, this is the first time that a railroad has gone into the "rain insurance" business.

To determine whether it has rained or not, two rain-meters have been established, one in Boulogne and the other in Tropont. If they register rain, each person who signed up for rain insurance gets his money back. —French Railways Bulletin.

Plenty Of Advice

Emperor Haile Selassie Being Told How To Save His Country

Emperor Haile Selassie of Ethiopia has received stacks of letters and cables from people in other countries offering him advice on how to save his country and to defeat the Italian invaders.

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Customer—"I want to buy a present for my wife."

Pretty Girl Clark (in city)—"Could I interest you in a sun-suit?"

Customer—"You certainly could, but let's get the present fixed up first."

Birds' nests used by the Chinese for making into soup are about the size of an oyster-shell and it takes thirty-two to weigh a pound. The soup costs about \$2.50 a bowl.

The elephant seals are the biggest of seals some attaining a length of 17 feet.

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Brewed in Alberta
BEERS
are

**PURE AND
WHOLESMOME**

The Famous
Brands of
Alberta's Breweries

Monday, October 14th being Election
Day all warehouses of Distributors
Ltd. will be closed

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LIMITED**

AGENTS FOR THE BREWING INDUSTRY OF
ALBERTA

From the standpoint of purity and wholesomeness, properly brewed beer is the finest of all beverages. Months of careful preparation of highest grade malting quality barley, choice hops, and cultured yeast, together with sparkling, filtered water, are aged for many more months to insure complete fermentation. Then these fully matured beers of Alberta are presented to the public.

Order a case of your favorite brand from our nearest warehouse at Bassano.

This advt. is not inserted by the Alta. Liquor Control Board or by the Govt. of the Province of Alberta

Town & District

The town has sold the house, which was occupied for several years by M. Murray but vacated some months ago. At the present time house wreckers are busy tearing it down, and so one by one old landmarks are disappearing. This house was built about the year 1900 by Fred Hector Fraser.

The bridge over the Bow River, south of Gleichen, has just received a coat of nice brown paint. Evidently the new government intends to have their property looking spick and span.

Large crowds attended all shows Saturday showing the pictures "Lest We Forget."

The other day Louis Sather shot a banded duck. On the band was a request asking that it be sent to the biology survey. This is the first banded duck that we have heard of being brought down this year.

The world series baseball games should have been played in Gleichen. Here we had perfect Indian summer weather.

Duck hunters did not have very good luck last week. The birds are not flying in such vast numbers in one direction but are scattering more and flying in all directions.

The local scout meetings for fall and winter are scheduled to start Friday evening, October 11, at 7:30 p.m. All scouts who intend to be members for the forthcoming year are requested to attend.

The Scarlet Serenaders orchestra of Enchant has been engaged to play for the election dance at the Meadowbrook Hall on October 14th.

We object to the speed the bus travels when driving into town every day from Calgary. It goes by this office altogether too fast. It goes by so fast that we with other people stand agape in amazement. A car proceeding east on 4th Avenue cannot see the bus coming from the north, nor can the bus see it and if a collision ever occurs it will be to bad for the people in the car and bus.

The road over the Blackfoot Reserve, between Arrowsmith and Gleichen is being re graded by Messrs. S. Williams and M. Ward. At the southern most end of the golf links the road has been re-routed. The road now runs in a south-westerly direction and joins the old road again where it runs south. It is said this was done in order to avoid the sandy nature of the country which the old road ran through for a mile or so before turning west, also it shortens the distance to Arrowsmith. Going to Arrowsmith people take the road past the Arrowsmen's office to Old Sun School, then turn east and take the old main road to the trails leading across the prairie and so down Skunk Tallow Hill. This may popularize these old trails again for a year or so, although they are as crooked as a corkscrew.

**A.M.A. AIDS IN SECURING FUNDS
TO FINISH HIGHWAY**

Securing of better highways has long been one of the main objectives of the Alberta Motor Association. This organization has frequently emphasized the need upon governments, and, at times with successful results.

Only recently the Edmonton branch of the A.M.A., acting in co-operation with the Chamber of Commerce, urged Premier Aberhart while at Ottawa to obtain a federal loan that would ensure completion of the Jasper highway.

Backed by this support, the premier had his case before the federal authorities resulting in a loan of \$2,250,000 being arranged to meet the province's general financial requirements until the end of October.

Of particular interest to motorists, however, especially those who are members of the A.M.A. was the premium direct assurance to the two Edmonton organizations that satisfactory financial arrangements had been made at Ottawa and work on the Jasper highway would proceed.

Here is another instance where the A.M.A. has succeeded in its efforts to bring about better highway conditions. It has given the full weight of its support to apparent needs. The expenditure for road betterments will be returned to the province several times over in revenue from a large volume of tourist business.

With this announcement has been made, it is announced that through the efforts made, amount of \$200,000 will be made available for completion of graveling of the Jasper highway and other proposed improvements.

**Give
Your Car
NEW
SPEEDWAYS**

PRICES

Size 4.40 x 21 **7.25**

Size 4.50 x 21 **8.00**

Size 4.75 x 19 **8.75**

Size 5.00 x 19 **9.50**

**GOODYEAR
GUARANTEED**

Replace those old,
worn tires NOW.
Ride in comfort—
free from worry and
risk of an accident.

**Come in
and see our
Goodyear line!**

**SCHMIDT SERVICE
STATION**

**Wm. A. Schmidt
GLEICHEN, ALBERTA**

GLEICHEN TRAIN SCHEDULE

No. 515, Westbound 7:46 a.m.

No. 516, Eastbound 8:10 p.m.

No. 1, Westbound 8:25 p.m.

No. 2, Eastbound 4:47 p.m.

Trains 515 and 516 are Bassano-

Calgary locals and are daily except:

Sunday

Leave Your —
WATCH, CLOCK
AND
JEWELLERY REPAIRS
at
MCKAY HARDWARE

**P. B. DISCHER
GLEICHEN and VULCAN**



A FORTUNE IN IT

If you could place an ad in the Moon millions of people would read it.

Even then it would only be valuable a few nights each month, whereas a Want Ad in this paper while more limited in its scope will cover this particular locality every day in the year.

CLASSIFIED ADS

Notice under this heading 15 words or under 50c, first insertion and 25c. each subsequent insertion 3 weeks \$1.00. Over 15 words one cent per word for each insertion.

ROOM TO RENT—Two rooms to rent with or without meals. Apply Call Office.

The first communications merger was probably a women's sewing circle.

**For Your
Printing
Requirements
Enquire Here**

The Call will print any of the following and many other items, not mentioned, that are needed in business today

Do You Need Any of the Following?

Placards, Bills, Tags, Books, Labels, Booklets, Badges, Blotters, Circulars, Vouchers, Bill Heads, Hand Bills, Posters, Pamphlets, Price Lists, Catalogues, Invitations, Note Heads, Statements, Post Cards, Prize Lists, Milk Tickets, Programs, Blank Notes, Score Cards, Menu Cards, Meal Tickets, Order Blanks, Memo Heads, Filing Cards, Window Cards, Visiting Cards, Bread Tickets, Legal Forms, Letterheads, Business Cards, Shipping Cards, Show Printing, At Home Cards, Store Sale Bills, Raffle tickets, Envelopes, Display Posters, Loose Leaf Account Sheets, Etc.

—In fact anything in the line of printing—

**The Call
Gleichen, Alta.**

